

BRAND NAME JUSTIFICATION FOR RESTRICTED COMPETITION

NASA, John F. Kennedy Space Center will solicit a limited number of vendors in the effort to purchase the following brand name items developed by No Magic, Inc.

Product Description	Qty
MagicDraw UML Software Assurance for Teamwork Server, over 10 connections	1
MagicDraw UML Software Assurance for Enterprise Edition Floating License	24
Merge Plugin Software Assurance for Floating License	5
Cameo DataHub Software Assurance for Floating License	10

Pursuant to FAR 13.106-1(b) and 13.106-3(b)(3)(i), the acquisition of MagicDraw and support are determined to be available from limited sources, full and open competition is impractical for the following reasons:

1. The Launch Control System (LCS) software engineering organization has been using the MagicDraw UML software package from No Magic, Inc. for several years. These purchases constitute both software assurance plans renewals and product upgrades. Opening competition in a way that other solution providers' bid to satisfy the requirements currently addressed by MagicDraw UML may result in the LCS software engineering organization being forced to replace all current deployments of MagicDraw UML with another software solution. Such a significant change would bring about a heavy cost impact in both new license purchases as well as workforce training. Therefore, the recommendation is the requirements from the LCS software engineering organization be satisfied via solutions based around MagicDraw UML.
2. The software and support contracts being sought under this purchase request pertain to a single product: MagicDraw UML. No Magic, Inc. and its authorized reseller are the only providers of this product.

Based upon the above, I hereby determine that the circumstances of this contract action deem there is limited competition based on the items being sought are limited to one manufacturer. I certify that the supporting data presented in this justification are accurate and complete.



Lynn Svedin
Technical Representative

03/20/2013

Date

I hereby certify that this justification is accurate and complete to the best of my knowledge and belief.


Contracting Officer

4/16/2013

Date